

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS

Claims 1-21. (canceled)

22. (previously presented) An electronic commerce system, comprising:

a host suitably adapted for two-way communication with a plurality of distributors, each of said plurality of distributors offering an inventory of merchandise comprising discrete items; said host suitably adapted to issue orders to the plurality of distributors in response to purchase requests received; and

a store builder suitably adapted to, in response to a request from a store owner, create a store managed by the host for the store owner, said store providing a consumer with access, via said distributors, to at least one merchandise item selected from the inventory.

23. (previously presented) The electronic commerce system of claim 22, wherein said store is customized by at least one of the following selected by the store owner: top and bottom border design, dominant color, font style, store name, slogan, narrative and URL.

24-28. (cancelled)

29. (previously presented) The electronic commerce system of claim 22 wherein said store sells at least one merchandise item personalized in a manner directed by the store owner.

30. (previously presented) The electronic commerce system of claim 29, wherein said host conducts administrative functions related to the sale of said

personalized items.

31. (currently amended) The electronic commerce system of claim 22 ~~claim 27~~, wherein said store builder sells private label items distributed by the store owner in addition to the merchandise items available via the plurality of distributors.

32. (previously presented) The electronic commerce system of claim 31, wherein said host conducts administrative functions related to the sale of said private label items.

33. (previously presented) The electronic commerce system of claim 23, wherein a single store owner owns multiple stores, each with a different URL.

34. (previously presented) The electronic commerce system of claim 33, wherein said host maintains the administration of all of said multiple stores owned by said single store owner.

35. (previously presented) The electronic commerce system of claim 23, wherein said host is not discernable by said consumer.

36-53. (canceled).